

**ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ.
МІЖНАРОДНІ ЕКОНОМІЧНІ ВІДНОСИНИ**

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DOI: [https://doi.org/10.32515/2663-1636.2022.8\(41\).7-19](https://doi.org/10.32515/2663-1636.2022.8(41).7-19)**Maksym Zahreba**, Associate Professor, PhD in Economics (Candidate of Economic Sciences)**Liliia Koval**, associate professor, PhD in Economics (Candidate of Economic Sciences)**Ihor Nikolaiev**, associate professor, PhD in Economics (Candidate of Economic Sciences)*Central Ukrainian National Technical University, Kropyvnytskyi, Ukraine***Social Media Marketing and Advertising Under Conditions of External Military Aggression**

Since February 2022, Ukraine has been in a state of constant threat due to a military invasion. In this regard, the activities of enterprises, in particular marketing, require the development of new approaches for survival and development. Social media marketing and advertising can be a particularly powerful tool in these circumstances. The consumer's awareness of the company's news and product range updates, live communication with the client, prompt resolution of controversial and conflicting situations and, in general, constant presence in the information field - this is far from a complete list of advantages that are open to businesses when using social networks. In turn, well-planned targeted advertising allows you to expand the target market almost limitlessly, attracting the most potential age, social and gender groups.

Under conditions of external military aggression social media marketing (SMM) turns from a simple competitive advantage into a mechanism for saving both the business itself and the well-being of thousands of migrant families. Advertising, the techniques and practices used to bring products, services, opinions, or causes to public notice for the purpose of persuading the public to respond in a certain way toward what is advertised. The article discusses ways to use SMM and advertising tools, as well as features and tips for the wartime period. The mechanisms of promotion in various social networks, such as Facebook, YouTube, Twitter, Instagram and others are considered.

Regardless of which platforms is used or how it is used, the most important thing to remember is that social media is not a platform to pitch the business. It's a community to express the personality, demonstrate the values, share useful information, and build up those around the brand. With people naturally following the page and promoting the content, there will be no need for pitching. And with this approach, it is possible to achieve not just the business goals but all of the other intangibles that translate to gratification and fulfillment.

marketing, social networks, advertising, SMM, promotion, PR, wartime business

Statement of the problem. In today's economic reality, marketing in general and SMM in particular play a key role in the success of brand or service promotion in the market. Consumer awareness of company news and product updates, live communication with the customer, prompt resolution of contradictory and conflict situations, constant presence in the information field in general - this is not a complete list of benefits to business when using social networks. In turn, well-planned targeted advertising allows you to expand the target market almost indefinitely, attracting the most potential age, social and gender groups.

However, the events in Ukraine since February 2022 are forced to open new aspects and promising areas of application of these tools. Many companies and even more small businesses have come under impact, threatening not only the life, health and safety of their homes, but also the technological, logistical and communication chains they have developed over the years. In many cases, there is a need to revive activities in another region of the country. It is then that the SMM is transformed from a simple competitive advantage into a mechanism for saving both the business and the well-being of thousands of displaced families.

Analysis of recent researches and publications. Many foreign [4, 6, 7, 8] and domestic [1; 2; 3] studies are devoted to the issue of marketing on social networks. And one of the most comprehensive and successful definitions of advertising, according to the authors,

gives Britannica [5]. Most advertising involves promoting a good that is for sale, but similar methods are used to encourage people to drive safely, to support various charities, or to vote for political candidates, among many other examples. V. Rykova [1] considers the advantages and disadvantages of SMM. Using social media promotion can bring different results. They depend, first of all, on whether SMM promotion is appropriate for a given product or service, as well as how well the opportunities and features of social networks are used. SMM has its advantages and disadvantages, which must be known and taken into account when planning and implementing an advertising campaign. M. Pasternak [3] gives creative smm-advice. She advises using those social networks that are able to reveal the main idea of the business as widely as possible and meet the needs and interests of the circle of potential customers and supporters as fully as possible.

However, the issue of the use of marketing and advertising on social networks in wartime remains unresolved, as well as the new ways and opportunities that open up.

Statement of the objective. The purpose of this article is a new look at the tools of SMM and advertising on the Internet through the prism of modern Ukrainian realities of business survival in the face of unwarranted external military aggression.

The main material. When it comes to social media, marketers' top goals are advertising their products/services and increasing their brand awareness, according to 2021 HubSpot Blog Research [6].

However, many brands struggle with creating engaging content and reaching their target audience.

With over 80% of consumers reporting that social media – especially influencer content – significantly impacts buying decisions, marketers across industries are driving the evolution of social media marketing (SMM) from a stand-alone tool to a multipronged source of marketing intelligence on an increasingly important – and growing – audience.

Within 18 years, from 2004 (when MySpace became the first social media site to reach one million users) to 2022, the dramatic growth of interactive digital channels took social media to levels that challenge even the reach of television and radio. By March of 2022, there were 4.6 billion social media users globally – over 58% of the world's population – an increase of over 10% in one year alone.

As the use of social media trends upwards, marketers are perfecting strategies to capture the significant competitive advantage that engagement with this key audience can deliver even more rapidly and more effectively than traditional marketing [4].

- Social media marketing (SMM) uses social media and social networks – like Facebook, Twitter, and Instagram – to market products and services, engage with existing customers, and reach new ones.

- The power of social media marketing comes from the unparalleled capacity of social media in three core marketing areas: connection, interaction, and customer data.

- Social media marketing has transformed the way businesses are able to influence consumer behavior – from promoting content that drives engagement to extracting personal data that makes messaging resonate with users.

Social media marketing (SMM) (also known as digital marketing and e-marketing) is the use of social media – the platforms on which users build social networks and share information – to build a company's brand, increase sales, and drive website traffic. In addition to providing companies with a way to engage with existing customers and reach new ones, social media marketing (SMM) has purpose-built data analytics that allow marketers to track the success of their efforts and identify even more ways to engage.

SMM involves publishing great content on the social media profiles, listening to and engaging the followers, analyzing the results, and running social media advertisements [8].

The major social media platforms (at the moment) are Facebook, Instagram, Twitter,

LinkedIn, Pinterest, YouTube, and Snapchat.

There are also a range of social media management tools that help businesses to get the most out of the social media platforms listed above.

Social media marketing first started with publishing. Businesses were sharing their content on social media to generate traffic to their websites and sales. But social media has matured far beyond being just a place to broadcast content.

Nowadays, businesses use social media in a myriad of different ways. For example, a business that is concerned about what people are saying about its brand would monitor social media conversations and response to relevant mentions (social media listening and engagement). A business that wants to understand how it's performing on social media would analyze its reach, engagement, and sales on social media with an analytics tool (social media analytics). A business that wants to reach a specific set of audience at scale would run highly-targeted social media ads (social media advertising).

As a whole, these are often also known as social media management.

Social media marketing is all about meeting the target audience and customers where they are and as they socially interact with each other and the brand.

While social media marketing as a whole is incredibly valuable and beneficial to the business growth, the strategy will differ based on which social networks the audience spends their time on.

The power of social media marketing (SMM) is driven by the unparalleled capacity of social media in three core marketing areas: connection, interaction, and customer data.

Connection: Not only does social media enable businesses to connect with customers in ways that were previously impossible, but there is also an extraordinary range of avenues to connect with target audiences – from content platforms (like YouTube) and social sites (like Facebook) to microblogging services (like Twitter).

Interaction: The dynamic nature of the interaction on social media – whether direct communication or passive “liking” – enables businesses to leverage free advertising opportunities from eWOM (electronic word-of-mouth) recommendations between existing and potential customers. Not only is the positive contagion effect from eWOM a valuable driver of consumer decisions, but the fact that these interactions happen on the social network makes them measurable. For example, businesses can measure their “social equity” – a term for the ROI (return on investment) from their social media marketing (SMM) campaigns.

Customer Data: A well-designed social media marketing (SMM) plan delivers another invaluable resource to boost marketing outcomes: customer data. Rather than being overwhelmed by the 3Vs of big data (volume, variety, and velocity), SMM tools have the capacity not only to extract customer data but also to turn this gold into actionable market analysis or, even, to use the data to crowdsource new strategies.

As platforms like Facebook, Twitter, and Instagram took off, social media transformed not only the way we connect with one another but also the way businesses are able to influence consumer behavior – from promoting content that drives engagement to extracting geographic, demographic, and personal information that makes messaging resonate with users.

SMM Action Plan: The more targeted the social media marketing (SMM) strategy is, the more effective it will be. Hootsuite, a leading software provider in the social media management space, recommends the following action plan to build an SMM campaign that has an execution framework as well as performance metrics [4]:

- Align SMM goals to clear business objectives
- Learn the target customer (age, location, income, job title, industry, interests)
- Conduct a competitive analysis on the competition (successes and failures)
- Audit the current SMM (successes and failures)

- Create a calendar for SMM content delivery
- Create best-in-class content
- Track performance and adjust SMM strategy as needed

Customer Relationship Management (CRM): Compared to traditional marketing, social media marketing has several distinct advantages, including the fact that SMM has two kinds of interaction that enable targeted customer relationship management (CRM) tools: both customer-to-customer and firm-to-customer. In other words, while traditional marketing tracks customer value primarily by capturing purchase activity, SMM can track customer value both directly (through purchases) and indirectly (through product referrals).

Shareable Content: Businesses can also convert the amplified interconnectedness of SMM into the creation of "sticky" content, the marketing term for attractive content that engages customers at first glance, gets them to purchase products, and then makes them want to share the content. This kind of word-of-mouth advertising not only reaches an otherwise inaccessible audience, but also carries the implicit endorsement of someone the recipient knows and trusts—which makes the creation of shareable content one of the most ways that social media marketing drives growth.

Earned Media: Social media marketing (SMM) is also the most efficient way for a business to reap the benefits of another kind of earned media (a term for brand exposure from any method other than paid advertising): customer-created product reviews and recommendations.

Viral Marketing: Another SMM strategy that relies on the audience to generate the message is viral marketing, a sales technique that attempts to trigger the rapid spread of word-of-mouth product information. Once a marketing message is being shared with the general public far beyond the original target audience, it is considered viral – a very simple and inexpensive way to promote sales.

Customer Segmentation: Because customer segmentation is much more refined on social media marketing (SMM) than on traditional marketing channels, companies can ensure they focus their marketing resources on their exact target audiences.

According to Sprout Social, the most important social media marketing (SMM) metrics to track are focused on the customer: engagement (likes, comments, shares, clicks); impressions (how many times a post shows up); reach/virality (how many unique views an SMM post has); share of voice (how far a brand reaches in the online sphere); referrals (how a user lands on a site); and conversions (when a user makes a purchase on a site). However, another very important metric is focused on the business: response rate/time (how often and how fast the business responds to customer messages).

When a business is trying to determine which metrics to track in the sea of data that social media generates, the rule is always to align each business goal to a relevant metric. If the business goal is to grow conversions from an SMM campaign by 15% within three months, then use a social media analytics tool that measures the effectiveness of the campaign against that specific target.

Tailored social media marketing (SMM) campaigns that instantly reach a range of target audiences are clearly advantageous to any business.

But – like any social media content – SMM campaigns can leave a company open to attack. For example, a viral video claiming that a product causes illness or injury must be addressed immediately – whether the claim is true or false. Even if a company can set the record straight, false viral content can make consumers less likely to purchase in the future.

To sum up:

Sticky content is the marketing term for attractive content that engages customers at first glance and then influences them not only to purchase products but also to share the content.

Viral marketing is an SMM strategy that attempts to trigger the rapid spread of word-of-mouth product information – a very simple and inexpensive way to promote sales.

Earned media is a marketing term for brand exposure from any method other than paid advertising, e.g., customer-created content ranging from product reviews and recommendations to shares, reposts, and mentions.

Social media marketing is a form of digital marketing that leverages the power of popular social media networks to achieve marketing and branding goals. But it's not just about creating business accounts and posting news. Social media marketing requires an evolving strategy with measurable goals and includes:

- Maintaining and optimizing profiles.
- Posting pictures, videos, stories, and live videos that represent the brand and attract a relevant audience.
- Responding to comments, shares, and likes and monitoring reputation.
- Following and engaging with followers, customers, and influencers to build a community around the brand.

Social media marketing also includes paid social media advertising, where a businessman can pay to have the business appear in front of large volumes of highly targeted users.

With such widespread usage and versatility, social media is one of the most effective free channels for marketing business today. Here are some of the specific benefits of social media marketing:

- Humanizing of the business: Social media enables to turn the business into an active participant in the market. The profile, posts, and interactions with users form an approachable persona that the audience can familiarize and connect with, and come to trust.
- Driving traffic: Between the link in the profile, blog post links in posts, and ads, social media is a top channel for increasing traffic to the website and therefore converting visitors into customers.
- Generating leads and customers: It is also possible to generate leads and conversions directly on these platforms, through features like Instagram/Facebook shops, direct messaging, call to action buttons on profiles, and appointment booking capabilities.
- Increasing brand awareness: The visual nature of social media platforms allows to build the visual identity across vast audiences and improve brand awareness. And better brand awareness means better results with all the other campaigns.
- Building relationships: These platforms open up both direct and indirect lines of communication with the followers through which a businessman can network, gather feedback, hold discussions, and connect directly with individuals.

The bigger and more engaged the audience is on social media networks, the easier it will be to achieve the marketing goals.

With regard to the benefits above, let's take a look at some social media marketing statistics that prove its power:

- The average adult spends 2.25 hours on social media every day.
- Over 70% of people who have a positive experience with a business on social media will recommend that business to their networks.
- Facebook users click on 12 Facebook ads on average every month.
- 81% of people use Instagram to research products and services.
- Nearly 80% of Twitter users feel more positive about a business when they get a response to their tweet.
- 4 out of 5 people on LinkedIn drive business decisions.
- 46% of TikTok users engage in the app without any other distractions [7].

Before publish something on social media, the first step is to think about the social

media strategy.

What are the goals? How can social media help achieve the business goals? Some businesses use social media for increasing their brand awareness, others use it for driving website traffic and sales. Social media can also help generate engagement around the brand, create a community, and serve as a customer support channel for the customers.

Which social media platforms to focus on? The major social media platforms, mentioned above, are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat. There are also smaller and up-and-coming platforms, such as Tumblr, Tik Tok, and Anchor, and social messaging platforms, such as Messenger, WhatsApp, and WeChat. When starting out, it's better to pick a few platforms that the target audience is on than to be on all platforms.

What type of content to share? What type of content will attract the target audience best? Is it images, videos, or links? Is it educational or entertaining content? A good place to start is to create a marketing persona, which will help answer these questions. And this doesn't have to be fixed forever; it is possible to change the strategy according to how the social media posts perform [8].

A successful social media marketing strategy will look different for every business, but here are the things they will all have in common:

- Knowledge of the audience: What platforms they use, when they go on them and why, what content they like, who else they are following, and more.
- Brand identity: What is the message to convey to the audience? How they should feel when viewing the content?
- Content strategy: While there is a level of spontaneity on social, a structured content strategy will be needed to be able to have a consistent voice and produce quality content regularly.
- Analytics: Quantifiable insights will inform the strategy, including who is being reached, the right content to share, the best times to post, and more.
- Regular activity: Social media is a real-time platform. If using it to grow the business, it is necessary to post regularly, stay on top of engagements with the business, engage back, keep up with trends, and maintain accurate profiles.
- Inbound approach: Don't use social media to pitch the business. Focus on adding value through useful and interesting content and building up those around the brand. This, in turn, will organically promote the business and others will promote it either.

The social media marketing plan is the roadmap to carrying out the strategy. It puts structure around the efforts so it is possible to measure the success and make sure of spending the resources wisely. Steps to create the social media marketing plan:

1. Choose the platforms: Choose based on the target audience, platforms popular for the industry, as well as the bandwidth. Only take on the number of platforms that can be actively kept up with. The best way is start with one and then add on more slowly as getting the hang of them.

2. Set goals and objectives: These should be simple and task-like to start, like post once a day for a month, get the profiles set up, or do a competitive analysis. After getting into a rhythm and gathering insights, the possibility will be opened to set more specific and strategic goals like increase the following by X% or publish X (content types the audience likes) per month.

3. Report and adjust regularly: Use each platform's analytics to identify which posts generate the most engagement, whether the brand is getting more followers, and to see the audience demographics. Harness and scale up what works and nix what doesn't.

Here are a few social media marketing tips to kick off the social media campaigns. Let us take a look at them and add some tips for current conditions in Ukraine.

1. Create diverse content. Consistent with other areas of online marketing, content reigns supreme when it comes to social media marketing. Make sure to post regularly and offer truly valuable information that the ideal customers will find helpful and interesting. This includes:

- How-tos, quick tips
- Local and industry news
- Data and insights
- Polls, questions, contests
- Updates and announcements

It also means making use of the variety of formats social media offers, including images, videos, stories, live streams, online stores, and more.important

The authors suggest some topics about moving the business into a new safe location, meeting new clients, helping the army. It could be a daily video diary. This will bring the brand closer to people in this difficult situation.

2. Stay consistent. Using social media for marketing enables the business to project the brand image across a variety of different social media platforms. While each platform has its own unique environment and voice, the business's core identity, whether it's friendly, fun, or trustworthy, should stay consistent.

Social media marketing for small businesses usually starts with having a consistent presence on social media. Close to three billion people (3,000,000,000) use social media. By being present on social media platforms, the brand is given an opportunity to be discovered by the future customers.

Publishing to social media is as simple as sharing a blog post, an image, or a video on a social media platform. It's just like sharing on the personal Facebook profile. But it is better to plan the content ahead of time instead of creating and publishing content spontaneously. Also, to ensure in maximizing the reach on social media, it is necessary to publish great content that the audience likes, at the right timing and frequency.

There are now a variety of social media scheduling tools, that can help publish the content automatically at the preferred time. This saves time and allows to reach the audience when they are most likely to engage with the content.

It may be beneficial to slightly change the style of social media pages, the format of content to underline the changes under military conditions. Maybe even add some news related to the region the business moved out or in, about the impact on the industry etc.

3. Don't just post – participate. In other words, don't just log in once a month to schedule out all your posts. Social media channels are communities. It is better to pay attention to who's engaging with the content and engage back – respond to comments, like, share and comment on their posts, run live streams, post polls and real-time questions to spark discussions, and repost others' content.

As the business and social media following grow, conversations about the brand will also increase. People will comment on the social media posts, tag the brand in their social media posts, or message the page directly.

People might even talk about the brand on social media, so you it is beneficial to monitor social media conversations about the brand. If it's a negative comment, it is possible to offer support and correct a situation before it gets worse.

Manually check all the notifications across all the social media platforms isn't efficient and there are posts that didn't tag the business's social media profile. It is better to use a social media listening and engagement tool that aggregates all the social media mentions and messages, including posts that didn't tag the business's social media profile.

It is extremely important to communicate to people in today's situation in Ukraine, cheering them on, listen to them and response to their stories. If people feel they can lean on

the business they will definitely become the clients and even share the information about the brand.

4. Use content creation tools. Instagram is not the most visual social media platform. They all are. If the aim is to stand out in a person's feed, it is needed to accompany the posts with attractive visuals – photos, illustrations, text turned into art. Content creation tools like Canva have templates and features that allow to quickly create visuals that look professional, have the logo on them, and are consistent with the brand.

Now the using of military themes, photos of ukrainian soldiers could attract even more people.

5. Repurpose, repost, recycle. Social media is a crowded place, so if aiming to gain traction with the audience, it is necessary to post great content regularly. The way to doing this is the three Rs:

- Repurpose: Create a Facebook post from a customer review, splice up a blog post into a series of Tweets, distill a case study down into a customer spotlight on Instagram; turn a webinar deck into a carousel post on LinkedIn. The possibilities are endless.

- Repost: To be done in moderation, but a great way to fill gaps in the content calendar. Repost on Instagram and retweet user-generated and influencer content. Also curate content from authoritative sources and share those links in the posts.

- Recycle: Post the TikTok videos and Instagram Reels to YouTube; re-share the top-performing blog posts every month to get in front of new followers; add the Facebook Live recordings to the YouTube channel.

Reposting news about the successes of the Ukrainian army will form a positive image of the brand.

6. Curate the own feed. When looking for ways to show up in others' feeds, do not forget that there is value to be derived from the own brand. Follow the competitors to keep tabs on them, get ideas for adapting to the own strategy, and identify gaps that can be filled. Follow influencers to stay on top of trends and get education from it. Follow brands that share the values of the business or that have great content strategies for inspiration and outside the box ideas.

Some stories about moving the business, finding ways to recreate it in a new place, meeting new people, finding and giving help could create a perfect feed. Do not avoid personal experience. It is unique and will attract a lot of attention.

7. Measure success with analytics. It is impossible to determine the success of the social media marketing strategies without tracking data. Google Analytics can be used as a great social media marketing tool that will help to measure the most triumphant social media marketing techniques, as well as determine which strategies are better off abandoned. Attach tracking tags to the social media marketing campaigns so that it is possible to properly monitor them. And be sure to use the analytics within each social platform for even more insight into which of the social content is performing best with the audience.

Along the way, whether publishing content or engaging on social media, it is better to know how the social media marketing is performing. Are more people reached on social media than last month? How many positive mentions are gotten a month? How many people used the brand's hashtag on their social media posts?

The social media platforms themselves provide a basic level of such information. To get more in-depth analytics information or to easily compare across social media platforms, the wide range of social media analytics tools are available.

The key thing here is comparing the activity on the pages before and after the beginning of military aggression. If the brand is able to adapt to the new circumstances, change its marketing policy to fit the new trends, the success will be inevitable.

8. Advertise. Advertising, the techniques and practices used to bring products,

services, opinions, or causes to public notice for the purpose of persuading the public to respond in a certain way toward what is advertised. Most advertising involves promoting a good that is for sale, but similar methods are used to encourage people to drive safely, to support various charities, or to vote for political candidates, among many other examples. In many countries advertising is the most important source of income for the media through which it is conducted. In the noncommunist world advertising has become a large and important service industry [5].

In the 21st century, with an intensely competitive consumer market, advertisers increasingly used digital technology to call greater attention to products. In 2009, for example, the world's first video advertisements to be embedded in a print publication appeared in *Entertainment Weekly* magazine. The thin battery-powered screen implanted in the page could store up to 40 minutes of video via chip technology and automatically began to play when the reader opened the page. See also history of publishing; marketing.

For an advertisement to be effective, its production and placement must be based on a knowledge of the public and a skilled use of the media. Advertising agencies serve to orchestrate complex campaigns whose strategies of media use are based on research into consumer behaviour and demographic analysis of the market area. A strategy will combine creativity in the production of the advertising messages with canny scheduling and placement, so that the messages are seen by, and will have an effect on, the people the advertiser most wants to address. Given a fixed budget, advertisers face a basic choice: they can have their message seen or heard by many people fewer times, or by fewer people many times. This and other strategic decisions are made in light of tests of the effectiveness of advertising campaigns.

There is no dispute over the power of advertising to inform consumers of what products are available. In a free-market economy effective advertising is essential to a company's survival, for unless consumers know about a company's product they are unlikely to buy it. In criticism of advertising it has been argued that the consumer must pay for the cost of advertising in the form of higher prices for goods; against this point it is argued that advertising enables goods to be mass marketed, thereby bringing prices down. It has been argued that the cost of major advertising campaigns is such that few firms can afford them, thus helping these firms to dominate the market; on the other hand, whereas smaller firms may not be able to compete with larger ones at a national level, advertising at the local level or online enables them to hold their own. Finally, it has been argued that advertisers exercise an undue influence over the regular contents of the media they employ – the editorial stance of a newspaper or the subject of a television show. In response it has been pointed out that such influence is counteracted, at least in the case of financially strong media firms, by the advertiser's reliance on the media to convey a message; any compromise of the integrity of a media firm might result in a smaller audience for the advertising.

When having more funds to grow the social media marketing, an area to be considered is social media advertising. Social media ads allow to reach a wider audience than those who are following the brand's page.

Social media advertising platforms are so powerful nowadays that it is possible to specify exactly who to display the ads to. Such as creating target audiences based on their demographics, interests, behaviors, and more.

When running many social media advertising campaigns at once, consider using a social media advertising tool to make bulk changes, automate processes, and optimize the ads.

Among the many reasons to advertise on social media is that it is a highly cost-effective way to expand the reach. It is possible to get the content and offers in front of a huge audience at a very low cost. Most social media platforms offer incredibly granular targeting capabilities, allowing to focus the budget on exactly the types of people that are most likely to be interested in the business.

Under conditions of external military aggression the advertising budget is almost always significantly truncated. Therefore the efficiency of the advertising becomes extremely important. In some cases the involvement of an external specialist may be justified.

The best social media marketing platforms for business include Facebook, YouTube, Instagram, LinkedIn, Twitter, TikTok, and Snapchat (Fig. 1). Different social media marketing sites require different approaches, so here’s a brief overview on each one – its user base, main vibes, pros, cons, and content types.

| SOCIAL MEDIA MARKETING PLATFORMS | | | |
|--|---|--|--|
| PEOPLE | CONTENT | STRATEGIES | CONS |
|  <ul style="list-style-type: none"> • 25-34 • Boomers | <ul style="list-style-type: none"> • Photos & links • Information • Live video | <ul style="list-style-type: none"> • Local mktng • Advertising • Relationships | <ul style="list-style-type: none"> • Weak organic reach |
|  <ul style="list-style-type: none"> • 18-25 • 26-35 | <ul style="list-style-type: none"> • How-tos • Webinars • Explainers | <ul style="list-style-type: none"> • Organic • SEO • Advertising | <ul style="list-style-type: none"> • Video is resource-heavy |
|  <ul style="list-style-type: none"> • 18-24, 25-34 • Millennials | <ul style="list-style-type: none"> • Inspiration & adventure • Questions/polls | <ul style="list-style-type: none"> • Ecommerce • Organic • Influencer | <ul style="list-style-type: none"> • High ad costs |
|  <ul style="list-style-type: none"> • 25-34, 35-49 • Educated/wealthy | <ul style="list-style-type: none"> • News • Discussion • Humor | <ul style="list-style-type: none"> • Customer service • Ads for males | <ul style="list-style-type: none"> • Small ad audience |
|  <ul style="list-style-type: none"> • 46-55 • Professionals | <ul style="list-style-type: none"> • Long-form content • Core values | <ul style="list-style-type: none"> • B2B • Organic • International | <ul style="list-style-type: none"> • Ad reporting & custom audience |
|  <ul style="list-style-type: none"> • 10-19 • Female (60%) | <ul style="list-style-type: none"> • Entertainment • Humor • Challenges | <ul style="list-style-type: none"> • Influencer marketing • Series content | <ul style="list-style-type: none"> • Relationship building |
|  <ul style="list-style-type: none"> • 13-17, 25-34 • Teens | <ul style="list-style-type: none"> • Silly • Feel-good • Trends | <ul style="list-style-type: none"> • Video ads • Location-based mktng • App mktng | <ul style="list-style-type: none"> • Relationship building |

Figure 1 – A comprehensive look into social media marketing platforms

Source: [7]

Facebook is the largest social media platform globally as well as one of the biggest local business directories. People of a diverse range of age groups use it to communicate with friends and family, participate in groups and forums, find and visit businesses near them, and follow brands. Facebook is a great social media marketing platform to:

- Build relationships with current customers;
- Announce hours changes, events, and milestones;
- Hold discussions and live streams;
- Market to baby boomers.

Organic reach on Facebook is limited, so if looking to generate leads or find new

audiences, Facebook advertising is the best bet.

YouTube is a social media marketing channel either: it is possible to post videos to the channel; share, comment on, and like other videos, and follow other accounts. Plus, there is a curated feed in the homepage with recommended videos. The key to social media marketing on YouTube is not to try to “go viral,” but to add value. It’s best for:

- Tutorials, how-tos, and explainer videos;
- Shoppable YouTube live streams;
- Advertising (video ads and display ads on the platform);
- SEO (video is dominating the “how to” SERP!)

Instagram quickly surpassed LinkedIn and Twitter and reached one billion monthly active users in 2018. It’s popular for its diverse content formats, including Feed posts, Stories, Lives, Reels, and IGTV. People use Instagram to follow influencers and brands they buy from and who support their personal values. Create your Instagram bio and then use it for:

- Social shopping
- Influencer marketing
- User-generated content
- Company culture

The cost of Instagram ads is generally higher than on Facebook, but the good news is that organic reach is also higher.

LinkedIn may be a professional network, but it’s also an inspiring community that celebrates leadership, learning, and core values. So in addition to using it to network, find prospects, and share industry insights, it’s also a great place to express the company culture and build the personal brand in parallel with the business brand. There are tons of LinkedIn company page features to take advantage of, so take care when building the page. LinkedIn is a great platform to:

- Attract top talent
- Network with partners, peers, and customers
- Share company milestones and culture
- Post industry news and insights

Twitter is a beautifully tangled network of quick thoughts, useful tidbits, and energized discussions. It is better to be regularly active on every social media platform, but it is especially important here. Many people use Twitter to get news, follow brands, and get customer service. Be sure to retweet when a customer has something nice to say about the brand, and don’t forget to answer people’s questions when possible. For effective social media marketing on Twitter, it is possible to:

- Follow influencers to keep up with news and trends.
- Share a story through a series of Tweets in one thread.
- Make the brand available for customer service and FAQs.

Snapchat’s largest age group (75%) ranges from 13-34 and with Snap Maps, geofilters, and its partnership with Gannett, it’s very locally-focused. While it is impossible to build relationships on the platform, there is a possibility to build an audience through fun images and short videos. Use Snapchat for:

- Location-based marketing
- App marketing
- Feel-good content

TikTok is the fastest growing social media platform of all time, taking only five years to reach one billion monthly active users. While it’s known for dancing, there are countless popular categories on the platform that continue to grow. Businesses are finding ways to use it as a marketing channel, but just remember, the primary reason people use TikTok is for entertainment, so make sure your videos align with that. Use TikTok to:

- Participate in trending challenges
- Post funny and inspiring videos
- Be relatable

As free and easy as each platform may be, a solid social media marketing strategy requires multiple platforms and often a mix of organic and paid methods. This can be resource-heavy, and while it's a good problem to have, the more you grow the audience using social media, the harder it will be to keep up. Social media marketing services come in all kinds of shapes and sizes to help businesses get the most out of social media. For example:

- Social media management software: Social media management platforms use proprietary technology to help more experienced social media marketers streamline their processes and get advanced analytics.
- Social media marketing agencies: Some agencies specialize in social media marketing only, or even just paid social advertising only.
- Digital marketing agencies: Just as one platform doesn't do it for social media marketing, one channel doesn't do it for overall marketing. Digital marketing agencies can help to incorporate social media marketing into the broader strategy that includes email, website, SEO, and more.
- Hybrid services: Some offer a mix of the above.

Using social media in marketing does more than improve site traffic and increase the reach. It turns the business into a personality that the audience can communicate and connect with on a deeper level.

Regardless of which platforms is used or how it is used, the most important thing to remember is that social media is not a platform to pitch the business. It's a community to express the personality, demonstrate the values, share useful information, and build up those around the brand. With people naturally following the page and promoting the content, there will be no need for pitching. And with this approach, it is possible to achieve not just the business goals but all of the other intangibles that translate to gratification and fulfillment.

Conclusions and prospects for further researches. Social media marketing is a powerful way for businesses of all sizes to reach prospects and customers. People discover, learn about, follow, and shop from brands on social media, on platforms like Facebook, Instagram, and LinkedIn. Great marketing on social media can bring remarkable success to the business, creating devoted brand advocates and even driving leads and sales.

During the last months the SMM is transformed from a simple competitive advantage into a mechanism for saving both the business and the well-being of thousands of displaced families.

Using the successful social media marketing strategy, plan and tips combining with adopting to the current situation is a way for business to survive and grow. Furthermore it is a challenge that will start a new generation of ukrainian business that will reconstruct the economy when the disastrous conditions are over.

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Маркетинг та реклама в соціальних мережах в умовах зовнішньої військової агресії

З лютого 2022 року Україна перебуває у стані постійної загрози через військово вторгнення. У зв'язку з цим діяльність підприємств, зокрема маркетингова, вимагає розробки нових підходів для виживання та розвитку. Маркетинг і реклама в соціальних мережах можуть бути особливо потужним інструментом у цих обставинах. Поінформованість споживача про новинки компанії та оновлення асортименту, живе спілкування з клієнтом, оперативне вирішення спірних та конфліктних ситуацій і, загалом, постійна присутність в інформаційному полі – це далеко не повний перелік переваг, які відкриваються бізнесу при використанні соціальних мереж. У свою чергу, грамотно спланована таргетована реклама дозволяє практично безмежно розширювати цільовий ринок, залучаючи найбільш потенційні вікові, соціальні та гендерні групи.

В умовах зовнішньої військової агресії маркетинг у соціальних мережах (SMM) із простої конкурентної переваги перетворюється на механізм порятунку як самого бізнесу, так і добробуту тисяч сімей переселенців. Реклама - це методи та практики, які використовуються для донесення до громадськості продуктів, послуг, думок або причин з метою переконати громадськість відповідати певним чином на те, що рекламується. У статті розглянуто способи використання SMM та інструментів реклами, а також особливості та поради для військового періоду. Розглянуто механізми просування в різних соціальних мережах, таких як Facebook, YouTube, Twitter, Instagram та інших.

Незалежно від того, які платформи використовуються або як вони використовуються, найважливіше пам'ятати, що соціальні мережі не є платформою для просування бізнесу. Це спільнота для вираження особистості, демонстрації цінностей, обміну корисною інформацією та формування людей навколо бренду. Коли люди природно стежать за сторінкою та просувають вміст, не буде потреби в презентаціях. І за допомогою такого підходу можна досягти не лише бізнес-цілей, але й інших нематеріальних цінностей, які перетворюються на повне задоволення потреб бренду.

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